

CONTRACT

WOIO
 1717 East 12th Street
 Cleveland, OH 44114
 (216) 771-1943

And:

Strategic Media Placement.
 7669 Stagers Loop
 Delaware, OH 43015

Contract / Revision 839118 /		Alt Order #
Product OH SUP CRT CUPP/KENNEDY SPLIT		
Contract Dates 10/24/12 - 11/05/12		Estimate # 3026
Advertiser Cupp/Kennedy/OH/Supreme Court		Original Date / Revision 10/22/12 / 10/22/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WOIO	Account Executive House WOIO/WUAB	Sales Office Cleveland Local
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	10/24/12	10/26/12	Action News at 5p	5-6p		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--W-F--				2	\$1,500.00			
N 2	WOIO	10/29/12	11/02/12	Action News at 5p	5-6p		:30			NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	M-W-F--				3	\$1,500.00			
N 3	WOIO	11/05/12	11/05/12	Action News at 5p	5-6p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	M-----				1	\$1,500.00			
Totals											6	\$9,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	2	\$3,000.00	\$2,550.00
10/29/12 - 11/05/12	4	\$6,000.00	\$5,100.00
Totals	6	\$9,000.00	\$7,650.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

829118

Date: 10/22/2012

10/22

Separation between spots: 10

Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Days													
						Tue 10/23	Wed 10/24	Thu 10/25	Fri 10/26	Sat 10/27	Sun 10/28	Mon 10/29	Tue 10/30	Wed 10/31	Thu 11/1	Fri 11/2	Sat 11/3	Sun 11/4	Mon 11/5
WOIO-TV																			
23	MTuWThF 5:00p-6:00p	EN	\$1,500.00	\$1,275.00	30	1	0	0	1	0	0	1	0	1	0	1	0	0	1
						ACTN NWS-5 PM<													
						Total Spots:													
						1	0	0	1	0	0	1	0	1	0	1	0	0	1



CUPP / KENNEDY SPLIT

Revision #: 0 Date: 10/22/2012

Client: OH CUPP KENNEDY SPLIT 2012 Estimate: 3026
Media: TV Description: OH SUP CRT CUPP / KENNEDY SPLIT
Product: SPLIT Flight Start Date: 10/23/12 5:00:00 AM
Market: Cleveland Flight End Date: 11/6/12 4:59:00 AM

Separation between spots: 10

Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Tue 11/6	Total Spots
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WOIO-TV

23	MTuWThF 5:00p-6:00p	EN	\$1,500.00	\$1,275.00	30	0	6
	ACTN NWS-5 PM<						6

Total Spots: 0

Total Cost: \$9,000.00 \$7,650.00

Total

OCT 12	\$3,000.00	\$2,550.00	2
NOV 12	\$6,000.00	\$5,100.00	4

Disclaimer:

Signature: _____



Summary by Station/System

Date: 10/22/2012

Client: OH CUPP KENNEDY SPLIT 2012 Estimate: 3026
Media: TV Description: OH SUP CRT CUPP / KENNEDY SPLIT
Product: SPLIT Flight Start Date: 10/23/12 5:00:00 AM
Market: Cleveland Flight End Date: 11/8/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WOIO-TV	6	\$9,000.00	100%	\$7,650.00	100%
Market Total:	6	\$9,000.00		\$7,650.00	

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, STRATEGIC MEDIA PLACEMENT,

being/on behalf of: ROBERT CUPP - Paid for by Cupp for Supreme Court, a legally

qualified candidate of the REPUBLICAN political

party for the office of: Ohio Supreme Court Justice

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

CUPP FOR SUPREME COURT - 260 N. Cassady Ave. Columbus, OH. 43209

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

SUZANNE MARSHALL

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/21/12

Date

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, STRATEGIC MEDIA PLACEMENT

being/on behalf of: SHARON KENNEDY - Paid for by KENNEDY FOR OHIO, a legally
 qualified candidate of the REPUBLICAN political
 party for the office of: JUSTICE OF THE OHIO SUPREME COURT
 in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

KENNEDY FOR OHIO - 260 N. CASSADY AVE. COLUMBUS, OH. 43209

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

SUE MARSHALL

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/2/12

Date

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title